

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Confirmation No.: **4989**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference DX is a Notice of Reasons for Rejection from the Japanese Patent Office in a counterpart Japanese Patent application. A copy of that Notice of Reasons for Rejection, as well as a translation thereof, is provided. Note that Japanese Patent Application Publication Nos. JP 10-149369, JP 10-334100, JP 11-328192, JP 2001-306608, JP 2003-228676, and

JP 2003-331187 cited in reference DX are already of record (as references CO-CT, respectively).

Reference DY is an Office Action from the European Patent Application in a counterpart European Patent application. Note that references D1 and D2 cited in reference DY are already of record (as references DT and DU, respectively).

Reference DZ is a Notification of Third Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of that Notice of Notification of Third Office Action, as well as a translation thereof, is provided.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a

counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

September 22, 2010

A handwritten signature in dark ink, appearing to read "John C. Pokotylo", is written over a horizontal line.

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